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MEDIASET S.P.A.
DIREZIONE AFFARI SOCIETARI
Viale Europa n. 48
20093 Cologno Monzese

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FFICE OF INTERNATIONAL CORPORATE SHARIUE



Securities and Exchange Commission
Office of International Corporate Finance
450 Fifth Street, N.W.
Washington, D.C. 20549
U.S.A.

C. a. Mr. Paul Dudek

SUPPL

Cologno Monzese, 2<sup>nd</sup> October 2006

Attached You'll find the informations requested to make public pursuant to Italia's law submitted to the Italian Autorithies until the end of August.

Please, do not hesitate to contact our offices for any further informations.

**PROCESSED** 

Yours faithfully.

OCT 18 2006

THOMSON FINANCIAL

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MEDIASET spa Gruppo Mediaset

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			Nis		site
Date	Nature	Price	Non Price	Document	Document
		Sensitive	Sensitive		
21/04/2005	NoticePublitalia shareholders' meeting to appoint a new CDA	×			×
22/04/2005	Notice - Publication in daily newspapers to postpone the second		×		
	call for the Mediaset shareholders' meeting				
22/04/2005	Notice - Adoption of new international accounting standards	×			×
	IAS/IFRS				
27/04/2005	Annual Report on Corporate Governance 2005			×	×
29/04/2005	Notice – Approval of the 2004 balance – Mediaset	X			×
	shareholders' meeting				
29/04/2005	Notice - Publication in daily newspapers that the Mediaset 2004		×		
	balance was deposited				
29/04/2005	2004 civil and consolidated Mediaset Balance			×	×
04/05/2005	Notice - Telecinco S.A. – first quarter balance approval	×			×
05/05/2005	Mediaset – minutes of the 2005 annual shareholders' meeting			×	X
	(with attachments)			-	
10/05/2005	classified according	×			×
10/05/0005	2004 belong and the accounting standards				
C0/02/C0/01	2004 balance analysts presentation reclassified according to the			×	×
	new "IAS/IFRS" accounting standards				
17/05/2005	Notice – Approval of the 2005 Mediaset Group first quarter	×			×
	financial year				
17/05/2005	Approval of the 2005 Mediaset Group first quarter financial year			×	×
17/05/2005	Analysts' first quarter 2005 financial year presentation			×	×
18/05/2005	Notice - Mediaset - publication in daily newspapers that the 2005		×		
	first quarter was deposited				
19/05/2005	Mediaset – first quarter report as at March 31, 2005			×	×

12/07/2005	12/07/2005 Civil and consolidated Mediaset Balance (English)		×	×
28/07/2005	first semester approval			×
29/07/2005	Notice - Mediaset purchases Home Shopping Europe S.p.A.			×
03/08/2005	Mediaset – 2005 first quarter report (English)		×	×
12/09/2005	Notice - Telecinco S.A. – Forecast of 2005 third quarter			×
13/09/2005	2005 first semester analysts' presentation		×	×
13/09/2005	Notice - Mediaset – "Mediaset Premium" rechargeable cards X			(×
13/09/2005	Notice - 2005 Mediaset Group first quarter approval and buyback X			×
	operation launched by Mediaset S.p.A. (*)			
16/09/2005	daily nev	×		
	Report was deposited			
19/09/2005	Mediaset – 2005 semester report 2005		×	×
25/10/2005	Mediaset - 2005 semester report (English)		×	×
26/10/2005	Notice - Telecinco S.A. – approval of the 2005 first nine month X			×
	report			
08/11/2005	2005 third quarter analysts' presentation		×	×
08/11/2005				×
09/11/2005	n of a 5% growth objective on			×
10/11/2005	Notice - Mediaset – 2005 profit growth in the first nine months X			×
			×	×
16/11/2005	Mediaset – presentation to the TMT Conference analysts –		×	×
$\neg$	Barcellona			
	Notice - Telecinco S.A. – 2005 advertising revenues			×
ヿ	Mediaset – 2005 third quarter report (English)		×	×
21/12/2005	Notice - Mediaset acquires frequencies from Europa TV to launch X			×
$\neg$	the new DVBH network			
23/12/2005	Notice - Operation Buyback - closing the re-purchase plan			×
П	shares (13/09/05 – 23/12/05) (*)			
23/12/2005			<u> </u>	×
	<ul> <li>Mediaset purchases television rights for the 2007/2008 and 2008/2009 seasons</li> </ul>			
29/12/2005	Notice - Mediaset sells 25% of Gestevision Telecinco S.A. to its X			×

	wholly owned holding Mediaset Investimenti S.p.A.		
	Notice - Mediaset exercises the sale option of its stake in HOPA X		×
	Notice - Mediaset 2006 institutional meetings calandar X		×
	-		×
19/01/2006	Notice - Mediaset Investiment SARL, wholly owned by Mediaset X		×
	S.p.A., sells to Mediaset Investimenti S.p.A. 25,13% of Telecinco		
╗	S.A. company capital		
	Notice - Mediaset purchases Inter and Livorno television rights X		×
31/01/2006	T		< ×
			<_
03/02/2006	Notice – Sale by Mediaset of shares held in HOPA occurred		<b>&gt;</b>
07/02/2006	07/02/2006 Notice - Mediaset sells Inter satellite rights to Sky		(×
	Berlusconi		< ×
$\neg$			< ×
$\neg$	nual balance		<\×
	Analysts 2005 balance presentation (English)	×	×
	Notice - 2005 Mediaset Group consolidated balance		×
16/03/2006   F	Publication in daily newspapers that the 2005 balance was	×	×
	deposited		
	Publication in daily newspapers on calling the 2006 meeting	×	×
23/03/2006   F	Publication in foreign daily newspapers on calling the 2006	×	< ×
	meeting		
	Mediaset - Annual report on Corporate Governance 2006	×	×
$\neg$	lediaset – Explanatory report of the Board to the 2006 meeting	×	×
$\neg$	Mediaset – 2005 civil and consolidated balance	×	×
28/03/2006 N	Mediaset – Report of the Auditors Company on the civil and	×	
	consolidated balance as at 31.12.2005		
	Mediaset - Board of Auditors Report to the meeting	×	×
28/03/2006   N	Mediaset – A summing up prospect of essential information	×	×
05/04/2008 N			
- 1	Mainte - Telecifico S.A. Zuos balance approval		×
10/04/2006	Wiediaset – ZUU5 civil and consolidated Balance (English)	×	×
14/04/2000	14/04/2000 LISt of candidates for the office of Mediaset administrators		×

14/04/2006	14/04/2006   Curriculum vitae of candidates for the office of administrators		×
18/04/2006	8/04/2006   Mediaset – Publication in daily newspapers that the company	_	
	balance was deposited		

(\*)Mediaset made public on a daily basis (price sensitive) the operations that took place for re-purchasing their own shares over the entire period of the plan and, precisely, from 14/09/2005 to 23/12/2005.

Informazioni rese disponibili tramite NIS - Internal Dealing

		Nis			site
Data	Nominativo	Price	Non Price	Document	Document
		sensitive	Sensitive		
15/09/2005	15/09/2005 Paolo Vasile	×			
					:
26/09/2005	26/09/2005   Giuliano Adreani	×			
	Fedele Confalonieri	×			
03/10/2005	03/10/2005 Pier Silvio Berlusconi	X			
	Marco Giordani	X			
	Alfredo Messina	×			
	Massimo Musolino	×			
	Giuseppe Tringali	×			
03/01/2006	Massimo Musolino	×			
05/01/2006	Fedele Confalonieri	×			
12/01/2006	12/01/2006 Fulvio Pravadelli	×			
	Niccolò Querci	×			
17/01/2006	Luigi Colombo	×			
26/01/2006	26/01/2006   Marco Seniga	×			
	Manuel Villa Nueva	×			
	Giuliano Adreani	×			

	UTIOZIZOUO Paolo Vasile	02/02/2006 Giuseppe Tringali	Mauro Crippa	Mario Cina	Marco Ciordani	Gina Nieri	01/02/2008 Franco Bioci	
	×	×	×	×	×	×		



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### Mediaset Board of Directors Meeting 12 September 2006

### INTERIM REPORT FOR THE FIRST HALF OF 2006 APPROVED

Condolidated results

Net revenues: €1,994.1 million

Ebit: €651.7 million

Net profit: €332.5 million

The Board of Directors of Mediaset met today under the Chairmanship of Fedele Confalonieri to approve the management's report on the Mediaset Group's results for the first half of 2006.

In Italy Publitalia '80's TV advertising revenues for the Mediaset channels came to €1,576.2 million, a fall of 1.4% compared with the first half of 2005. In particular, after the 2.3% increase recorded in the first quarter, there was a slowdown in advertising investments, affected by the Easter holidays, a general election and the World Cup football championship.

Ratings were very positive for Mediaset's channels and in the first six months of 2006 Mediaset confirmed its leadership among viewers between the ages of 15 and 64 (the commercial target) who account for 70% of the Italian population and on whom 80% of advertising investments are targeted. Mediaset channels lead in this premium audience band with a 42,9% share in daytime and 42.9% in the 24-hours.

On the digital terrestrial pay-per-view front, results during the first six months of 2006 were especially positive, with sales of around 511.000 new rechargeable pre-paid "Mediaset Premium" cards and around 1,400,000 recharges.

Excellent results were also generated in Spain by the **Telecinco Group**.

Advertising sales by Publiespana came to €511.9 million, an increase of 3.0% on the first half of 2005.

During the first half of 2006 Telecinco confirmed its undisputed leadership in the **commercial target** of reference (16-59-year-olds), that of most interest to advertisers, both **in the entire day** (23.2%) and in prime time (24.2%).



### MEDIASET GROUP CONSOLIDATED RESULTS

The Group's performance in the first six of 2006 can be summarised as follows:

- consolidated net revenues came to €1,994.1 million, compared with €1,980.2 million in the first half of 2005 (+0.7%).
- **EBIT** came to **€651.7 million**, which shows a difference of **€145.8** million compared with the same period of the previous year (**€797.5** million) which benefited from a capital gain of **€43.1** million deriving from the sales of a 1.9% stake in Telecinco.
- operating profit, as a proportion of consolidated net revenues (operating profitability), came to 32.7%, a reduction on the 40.3% in the first half of 2005.
- **profit before taxation** and minority interest came to **€646.3 million**, compared with **€**788.9 million for the first six months of 2005.
- net profit for the Group, net of estimated taxation, came to €332.5 million, compared with €426.6 million for the first half of the previous year.
- the Group's **net financial position** went from the -€358.0 million on 31 December 2005, to €764.7 million on 30 June 2006, mainly as a result of the effects of dividend distribution by the parent company and the subsidiary Telecinco for a total of €633.4 million.

### A BREAKDOWN OF RESULTS BY GEOGRAPHIC AREA

### **Italy**

- consolidated net revenues in the first half of 2006 came to €1,472.2 million, a 0.1% increase on the same period of the previous year (€1,471.2 million).
- Total television costs (labour costs + TV operating expenses + amortisation of TV rights), grew by 6.0%, in line with expectations. This change is markedly lower than the cost dynamics of the first quarter of 2006 that was affected by substantial production efforts by the channels that had been planned for the fist part of the year. During the second quarter television operating expenses remained essentially in line with those of the same period of 2005 (+0.6%).
- EBIT came to €387.8 million, compared with the €538.8 million of the first six months of 2005. This figure, as well as the abovementioned impact of the dynamics in the advertising market in 2006, was also affected by the fact that the Ebit figure for the first half of 2005 benefited from the capital gain deriving from the sale of a 1.9% stake in Telecinco.



- profit before taxation went from the €527.3 million of the first six months of 2005, to €377.6 million this time.
- **net profit** came to **€239.0 million**, compared with the **€**336.3 million of the first half of 2005.

### **Spain**

- In the first six months of 2006 the **consolidated net revenues** generated by the Telecinco Group came to €523.3 million, compared with the €509.0 million of the same period of the previous year.
- **overall costs** of the Telecinco Group (operating costs + amortizations and depreciations) showed a contained increase of 2.6% compared with the same period of the previous year.
- Telecinco's **operating profit** rose to **€264.4 million**, compared with the **€**256.6 million of the first six months of 2005.
- pre-tax profit came to €269.1 million compared with the €259.5 million of the first half of 2005.
- net profit reached €186.4 million, compared with the €175.9 million of the first six months of 2005.

### FORECAST FOR THE FULL YEAR

- In the two-month period July/August (from 10 July to 2 September 2006, excluding, consequently, the period that coincided with the final phase of the World Cup) in the commercial target (15-64-year-olds) Mediaset channels outperformed Rai channels in all time bands, confirming the absolute primacy of Canale 5 and the third place of Italia 1.
  - In the same period, across the total audience, Mediaset channels had an average share of 40.5% in the 24-hours, al 41.1% in prime time and 40.2% in daytime.
  - Canale 5, in the early evening, con with an average share of 21.1% matched Rai 1, while Italia 1, with a respective share of 12.9% and 12.6% outperformed Rai 2 both in daytime and in the 24-hours.
- After 8 months Telecinco confirms its leadership both in the daily average share of 21.3% and
  in prime time with 21.5%. In particular Telecinco was for the first time in its history the most
  popular channel also in the month of August with an average share of 20.6%, ahead of Antena
  3 and TVE1 that meanwhile suffered a marked slowdown that benefited the new channels
  Cuatro and Sexta.
- Advertising sales for Mediaset channels after eight months show a performance in line with that of the first half of 2006.



- Concerning the Mediaset Premium offer, to date more than 2.1 million smart cards and around 3.2 million recharges have been sold.
- On the basis of the lower results recorded at the end of the first half and the evidence currently
  available, the company expects to be able to post a consolidated result from its characteristic
  business lower than that of the previous year. The extent of such a shortfall will depend mainly
  on advertising sales in Italy and Spain that are at present difficult to forecast given the
  absence of any clearly visible trends in the advertising market for the coming months.
- The second half of the year is also expected to benefit from the higher contribution of the pay TV business and the launch in the autumn of the mobile TV offer using DVBH technology.

Cologno Monzese, 12 September 2006

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### Consolidated income statement (\*)

in €m

	1st half	1st half	2° trimestre	2° trimestre
	2006	2005(**)	2006	2005(**)
Total consolidated net revenues	1,994.1	1,980.2	1,038.9	1,069.5
Labour costs	231.0	219.4	115.3	109.3
Procurement, services and other costs	683.9	607.8	327.8	311.7
Operating costs	914.9	827.2	443.1	421.0
Gross operating profit	1,079.2	1,153.0	595.8	648.5
Amortisation and depreciations	428.8	398.6	209.7	195.0
Operating profit	650.4	754.4	386.1	453.5
((Losses)/gains from equity disposals	1.3	43.1	-	-
EBIT	651.7	797.5	386.1	453.5
Financial income /(charges)	(5.4)	(9.7)	(1.7)	(10.0)
Income from investments	-	1.1	0.4	2.1
Profit before taxation	646.3	788.9	384.8	445.6
Income taxes	(220.7)	(274.4)	(140.9)	(162.1)
Net profit from operations	425.6	514.5	243.9	283.5
(Net profit from discontinued activities)	-	-	-	
(Minority interest (profit)/loss	(93.1)	(87.9)	(56.5)	(55.6)
Profit for the Mediaset Group	332.5	426.6	187.4	227.9

### Highlights from the consolidated balance sheet (\*)

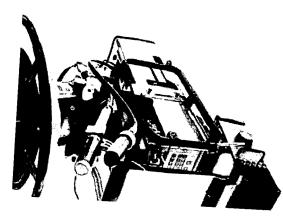
in €m

	30/06/2006	31/12/2005
Television rights	2,474.8	2,086.5
Goodwill and consolidation differences	368.7	368.8
Other tangible/intangible assets	1,110.1	853.0
Financial assets	98.9	136.0
Net working capital & other assets/liabilities	(456.7)	(75.3)
Severance indemnity reserve	(132.8)	(132.0)
Net invested capital	3,463.0	3,237.0
Group net equity	2.461.8	2,593.9
Minority interest	236.5	285.1
Net equity	2,698.3	2,879.0
Net financial position	(764.7)	(358.0)

<sup>(\*)</sup>Reclassified outlines contained in the report are not subject to certification by external auditore (\*\*)A reclassification has been made of revenues and operating costs compared with the version published in 2005.

2006 First Half Results
Milan, 12<sup>th</sup> September 2006 ▼



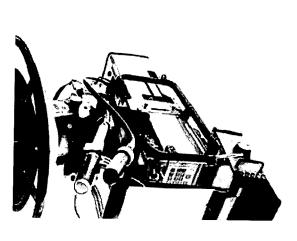




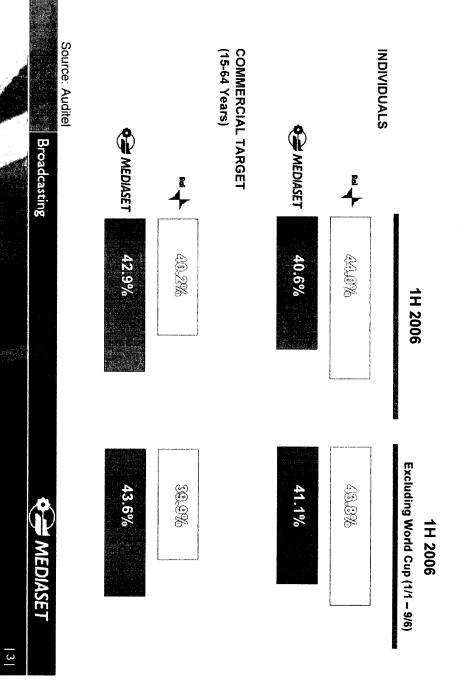
### Broadcasting 2006 1<sup>st</sup> Half Results

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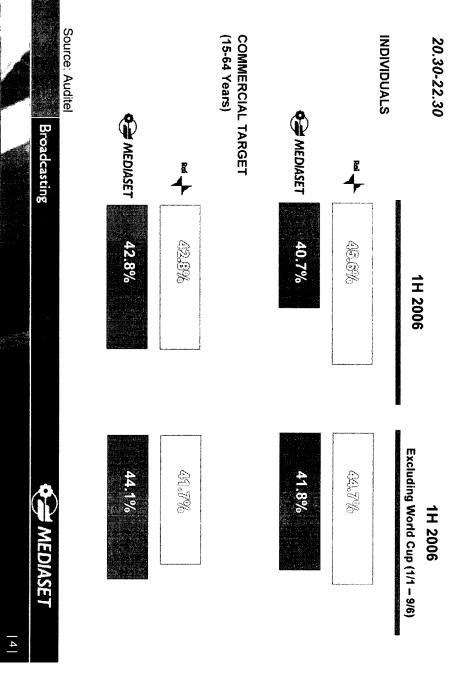


### MEDIASET 2006 1H | 24Hours Audience Share



### MEDIASET 2006 1H | PRIME TIME Audience Share

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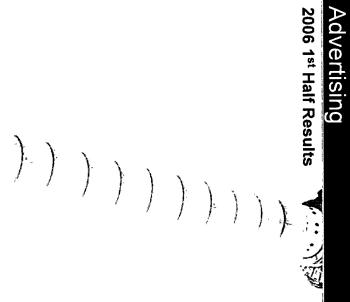
### MEDIASET 2006 1H | PRIME TIME Audience Share

Source: Auditel COMMERCIAL TARGET (15-64 Years) INDIVIDUALS 20.30-22.30 **Broadcasting** Rai 📥 Uno ۵ů Rai 🌪 Uno ۵ů 24.1% 20,6% 22.4% 241.6% 1H 2006 Excluding World Cup (1/1 - 9/6) 25.2% 200,39% 23.3% 23,7% MEDIASET 1H 2006

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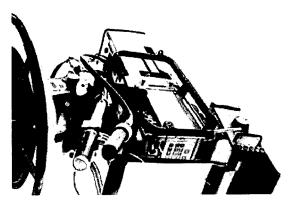
# MEDIASET | 2006 Autumn Season: Audience "Garanteed"

3rd September – 2ndDecember       CANALE 5       21.5%         ITALIA 1       11.0%         RETE 4       8.5%         MEDIASET       41.0%         Prime Time       CANALE 5       20.30-22.30         3rd September – 2ndDecember       CANALE 5       23.5%         ITALIA 1       11.0%         RETE 4       8.0%         MEDIASET       42.5%         MEDIASET       42.5%	ITALIA 1  RETE 4  MEDIASET  r- 2 <sup>nd</sup> December  CANALE 5  ITALIA 1  RETE 4  MEDIASET  MEDIASET  RETE 4	;		
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CANALE 5 ITALIA 1 RETE 4 MEDIASET	CANALE 5 ITALIA 1 RETE 4 MEDIASET	20.30-22.30		Prime Time
CANALE 5 ITALIA 1 RETE 4	CANALE 5 ITALIA 1 RETE 4	41.0%	MEDIASET	
CANALE 5 ITALIA 1	CANALE 5 ITALIA 1	8.5%	RETE 4	
CANALE 5	CANALE 5	11.0%	ITALIA 1	
		21.5%	CANALE 5	3 <sup>rd</sup> September – 2 <sup>nd</sup> December

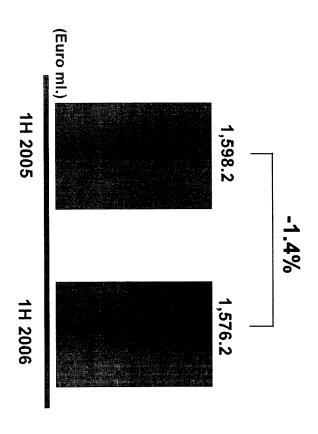


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# MEDIASET 2006 1H | Publitalia Advertising Revenues





### MEDIASET 2006 1H | Advertising by Sector

	D				Q		
MEDIA / PUBLISHING	AUTOMOTIVE	TELECOM	RETAIL	FINANCE/INSURANCE	NON FOOD	FOOD	
-19.1%	+11.7%	+21.1%	+30.7%	+19.3%	+0.7%	+2.1%	1Q 2006 Growth vs. previous year
-16.9%	-1.2%	+13.1%	+6.8%	-17.0%	-1.7%	+2.6%	1H 2006 Growth vs. previous year



# MEDIASET 2006 1H | Advertising Breakdown by Sector

	<b>3</b> >			N.		D	7.4
	OTHER SECTORS	RETAIL	TELECOM	FINANCE	GROCERY	AUTOMOTIVE	
100%	28.6%	1.4%	11.0%	4.7%	42.0%	12.3%	1H 2005
100%	26.6%	1.5%	12.7%	3.9%	43.0%	12.3%	1H 2006

# MEDIASET 2006 1H | New Client Acquisition Policy

New Clients	Active Clients	
125	791	1H 2005
152	837	1H 2006





### Financial



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### MEDIASET GROUP 2006 1H | P&L Highlights

(Euro ml.)	1H 2005	1H 2006
Net Consolidated Revenues	1,980.2	1,994.1
EBITDA	1,153.0	1,079.2
Gain (Losses) from Equity disinvest.	43.1	1.3
EBIT	797.5	651.7
Net Profit	426.6	332.5
Consolidated Net Financial Position 30/6	(45.6)	(764.7)

	Financial
13	<b>♦</b> MEDIASET

# MEDIASET GROUP 2006 1H | P&L Consolidated Results

(Euro ml.)	1H 2006 Consolidated	1H 2006 Mediaset	1H 2006 Telecinco	Consolidation Effects
Net Consolidated Revenues	1,994.1	1,472.2	523.3	(1.4)
EBITDA	1,079.2 54.1%	736.9 50.1%	343.0 65.5%	(0.7)
	***************************************	***************************************		
EBIT	651.7	387.8	264.4	(0.5)
margin	32.7%	26.3%	50.5%	**************************************
Net Profit	425.6	239.0	186.4	0.2
T5 Minorities	(93.1)			
Group Net Profit	332.5			

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2006 1H RESULTS | Italian Business

# MEDIASET ITALIAN BUSINESS 2006 1H | P&L Results

(Euro ml.)	1H 2005	1H 2006
Net Consolidated Revenues	1,471.2	1,472.2
Personnel Costs	(183.3)	(193.3)
Other Operating Costs	(467.4)	(542.1)
EBITDA	820.5	736.9
Rights Amortisation	(285.5)	(303.9)
Other Amortisation & Depreciation	(37.2)	(46.6)
Operating Profit	497.9	386.4
Gain (Losses) from Equity disinvest.	40.9	1.4
EBIT	538.8	387.8
Financial Income (Losses)	(12.1)	(9.9)
Associates	0.6	(0.3)
Pre-Tax Profit	527.3	377.6
Taxes	(190.8)	(138.3)
NET PROFIT	336.3	239.0

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# MEDIASET ITALIAN BUSINESS 2006 1H | Operations Breakdown

26.2%	386.4	(1,085.8)	1,472.2	TOTAL
ì	ı	58.6	(58.6)	Intra-company Eliminations
n.a.	(8.2)	(55.7)	47.5	Other Activities
n.a.	(16.0)	(52.2)	36.3	Pay TV
n.a.	(12.1)	(81.7)	69.6	Network Operator
30.7%	422.9	(954.5)	1,377.3	FTA TV
Margins	Operating Profit	Total Costs (including D&A)	Total Net Revenues	(Euro ml.)

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# **MEDIASET ITALIAN BUSINESS | FTA TV Operations**

(Euro ml.)	1H 2005	1H 2006
Total Net TV Revenues	1,397.6	1,377.3
TV Advertising Revenues	1,598.2	1,576.2
Multichannel Adv. Revenues	1.0	2.7
Commissions	(237.7)	(235.2)
Other TV Revenues	36.1	33.6
Total TV Costs	(899.2)	(954.5)
Personnel	(158.7)	(165.2)
TV Operating Costs	(390.8)	(437.2)
TV Rights Amortisations	(278.6)	(292.6)
Other A&D	(25.0)	(23.1)
Net Intra-company Items	(46.2)	(36.3)
FTA TV Operating Profit	498.4	422.9
margin	35.7%	30.7%

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# MEDIASET ITALIAN BUSINESS | Network Operator

(Euro ml.)	1H 2005	1H 2006
Total Net Revenues	71.4	69.6
3∘ Party DVB-T Revenues	8.7	9.2
3° Party DVB-H Revenues	•	1.0
Other Revenues	4.3	0.8
Net intra-company Items	58.4	58.6
Total Costs	(65.7)	(81.7)
Personnel	(16.9)	(17.2)
Other Operating Costs	(37.5)	(45.8)
Other Amortisation & Depreciation	(11.3)	(18.7)
<b>Network Operator Operating Profit</b>	5.7	(12.1)

### MEDIASET ITALIAN BUSINESS | Pay TV

"Cashed in"	N° Recharges sold to Retailers	"Mediaset Premium" Smart Cards Sold to Retailers	
63.4 ml Euro	1.282.000	1.438.000	Up to 31/12/2005
26.1 ml Euro	1.439.000	500.000	From 1/1/2006 to 30/6/2006
1	1.918.000	695.000	From 1/1/2006 to 10/9/2006
	3.200.000	2.133.000	TOTAL At 10/9/2006



# MEDIASET ITALIAN BUSINESS | 2006-07 Football PPV Offer

	200	2006-07 Season	on	21	2005-06 Season	ISON
	Teams Milan	s Livorno	N° Matches	Teams Milan	; Treviso	N° Matches
		Reggina Atalanta Messina Siena	240	Roma Juventus S Livorno Internazionale	Lazio Sampdoria Messina le Siena	190
			120	Juventus Genoa 120 - Napoli		ı
CHAMPIONS A	All matches		125	All matches 125		ı
Total N° matches	matches		485	Total N° matches 485 190		190

Note: red: all matches; blue: home matches only



### MEDIASET ITALIAN BUSINESS | Pay TV

(Euro ml.)	1H 2005	1H 2006
Total Net PPV Revenues	21.5	36.3
PPV Revenues	15.2	33.5
Advertising Revenues	1.9	3.2
Other Revenues	4.7	•
Commissions	(0.3)	(0.5)
Total PPV Costs	(29.6)	(52.2)
Personnel	(0.6)	(1.2)
Other Operating Costs	(17.9)	(19.8)
Rights Amortisations and Other D&A	(3.7)	(11.7)
Net intra-company items	(7.3)	(19.6)
PPV Operating Profit	(8.1)	(16.0)

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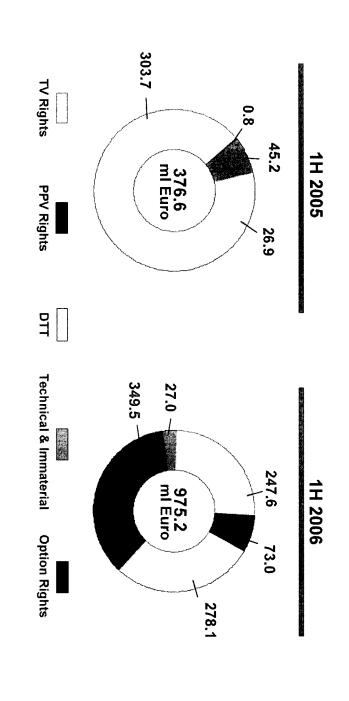
### **MEDIASET ITALIAN BUSINESS | Other Activities**

(Euro ml.)	1H 2005	1H 2006
Total Net Revenues	39.1	47.5
Thematic Channels	15,4	***************************************
Multimedia	9.2	12.9
Mediashopping	2.8	14.0
Other Non-TV Revenues	11.7	20.5
Total Costs	(37.2)	(55.7)
Personnel	(7.0)	(9.7)
Other Operating Cost	(21.1)	(39.0)
Right Amortisations	(3.3)	ı
Other Amortisations & Depreciations	(0.9)	(4.3)
Net Intra-company Items	(4.9)	(2.7)
Other Activities Operating Profit	1.9	(8.2)

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### MEDIASET ITALIAN BUSINESS | Investments

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# **MEDIASET ITALIAN BUSINESS | Cash Flow Statement**

(Euro ml.)	1H 2005	1H 2006
Initial Net Financial Position 1/1	(182.3)	(713.8)
Free Cash Flow from Core Activities	187.6	(19.6)
- Cash Flow from Operations	623.9	599.2
- Investments	(376.6)	(975.2)
- Disinvestments	21.6	18.0
- Change in Net Working Capital (CNWC)	(81.4)	338.4
Equity (Investments)/Disinvest.	46.9	48.7
Free Cash Flow	234.5	29.1
Change in Equity	(2.1)	18.3
Cashed in Dividends	89.9	124.3
Dividends	(448.8)	(489.3)
Total Net Cash Flow	(126.5)	(317.6)
Final Net Financial Position 30/6	(308.8)	(1,031.4)

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### Back Up Slides

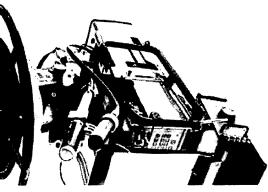
2006 1H Results



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TELECINCO



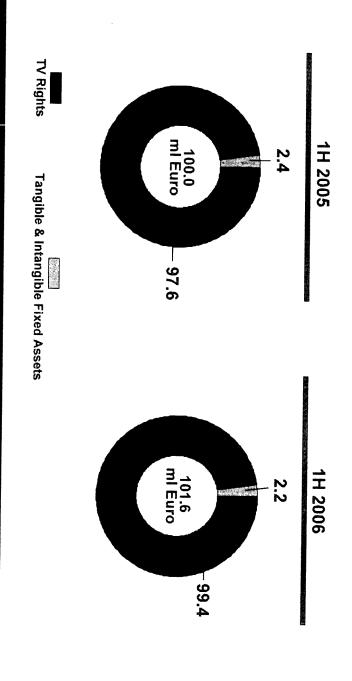
### TELECINCO | P&L Results (IAS/IFRS)

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(Euro ml.)	1H 2005	1H 2006
Net Consolidated Revenues	509.0	523.3
Personnel Costs	(36.1)	(37.7)
Other Operating Costs	(140.4)	(142.7)
EBITDA	332.5	343.0
Amortisation & Depreciation	(75.9)	(78.6)
EBIT	256.6	264.4
Financial Income (Losses)	2.4	4.5
Associates	0.5	0.2
Pre-Tax Profit	259.5	269.1
Taxes	(83.6)	(82.5)
NET PROFIT	175.9	186.4

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### TELECINCO | Investments (IAS/IFRS)



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### TELECINCO | Cash Flow Statement (IAS/IFRS)

(Euro ml.)	1H 2005	1H 2006
Initial Net Financial Position	244.4	355.8
Free Cash Flow	189.4	207.5
Cash Flow from Operations	255.1	271.7
Investments	(100.0)	(101.6)
Disinvestments	1.5	0.1
Change in Net Working Capital (CNWC)	32.8	37.3
Equity (Investments)/Disinvest.	(0.5)	(11.3)
Cashed in Dividends	1.1	1.2
Dividends	(172.6)	(290.3)
Change in Equity	1.4	ა. ა.
Total Net Cash Flow	18.8	(89.1)
Final Net Financial Position	263.2	266.7



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### **Forward-looking Statements**

Statements contained in this document, particularly the ones regarding any Mediaset Group possible or assumed future performance, are or may be forward looking statements and in this respect they involve some risks and uncertainties.

Mediaset Group actual results and developments may differ materially from the ones expressed or implied by the above statements depending on a variety of factors.

Any reference to past performance of Mediaset Group shall not be taken as an indication of future performance.

This announcement does not constitute an offer to sell or the solicitation of an offer to buy the securities discussed herein.

